



Marie Gemelli-Carroll/Patricia Bready (513) 352-5358

Kevin Armstrong (513) 861-3220

## **CITY, 3CDC PLAN TEMPORARY CLOSURE OF TWO LANES OF VINE STREET BETWEEN FIFTH AND SIXTH TO ERECT VIDEO BOARD ATOP MACY'S**

*Two of four lanes will be closed August 7; Pedestrian access to all Fifth Street retailers will remain open*

CINCINNATI, August 1, 2006 – The City of Cincinnati and The Cincinnati Center City Development Corporation (3CDC) today announced plans to temporarily close two of the four lanes of Vine Street between Fifth and Sixth Streets beginning Monday, August 7. The partial street closure is necessary to erect a 24 ft x 42 ft video board on top of Macy's, directly across from Fountain Square. "We are now putting some of the more exciting, more public pieces in place," said Bill Donabedian, 3CDC's Managing Director of Fountain Square. "We'll use this state-of-the-art video board to enhance activities on the Square, broadcast live sporting events and promote our City and our region with engaging, locally produced programming."

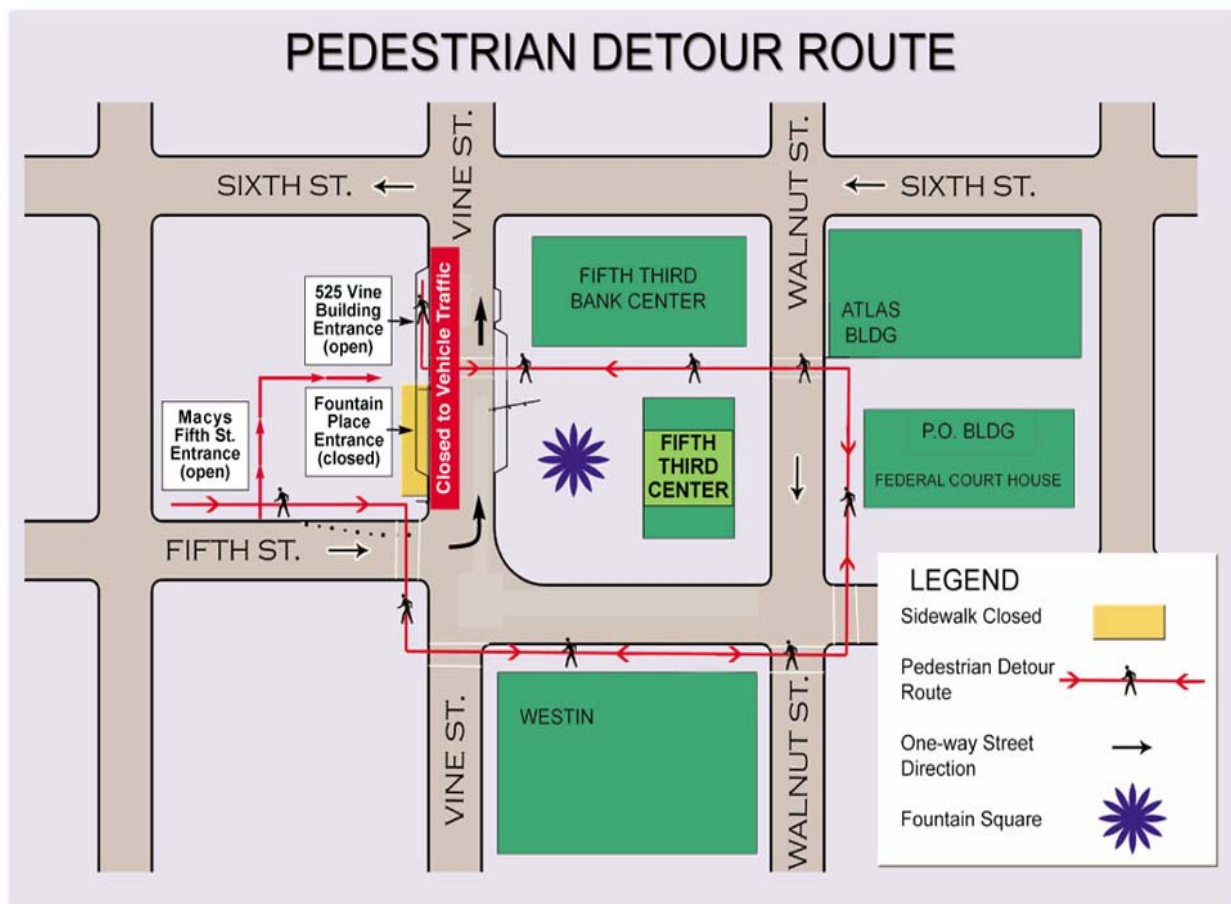
From Monday August 7 through Wednesday, September 6, the two westernmost lanes of Vine Street (nearest Macy's) will be closed so construction crews can assemble and secure the huge video display four stories above street level. The closure will leave two lanes of Vine Street open to traffic. Additionally, the sidewalk, from the corner of Fifth and Vine up to the mid-block entrance of the 525 Vine Building will also be closed on both sides of the street to ensure a safe zone beneath the area where cranes will be lifting video panels and their structural steel supports.

**Pedestrian access to all Fifth Street retailers will be maintained throughout construction and other pedestrians will be re-routed:** During the partial street closure, Fountain Place's main entrance will also be closed, but pedestrians will have access to the retailers and restaurant inside Fountain Place either through Macy's Fifth Street entrance (courtesy of the retailer) or through the lobby of 525 Vine (courtesy of the building's owners). (Please see map below). Both routes will take pedestrians to the entrances of Brooks Brothers, Palomino's and Tiffany's, which will all remain open for business throughout this phase of construction.

Pedestrians wishing to visit Fifth Street retailers north of the 525 Vine lobby entrance can enter those businesses from the sidewalk as they always have. Other pedestrians are encouraged to follow the detour shown in the map below. Cincinnati Police Officers and Downtown Cincinnati Inc. (DCI) Ambassadors will provide assistance and information to pedestrians, motorists, and retailers in the area.

**Traffic management:** The City and 3CDC are partnering with DCI, the Cincinnati Police Department and Fifth Street business partners to manage the temporary lane closure. The map showing available pedestrian detour routes is available for download from the websites of the City of Cincinnati at [www.cincinnati-oh.gov](http://www.cincinnati-oh.gov), 3CDC at [www.3cdc.org](http://www.3cdc.org), and DCI at [www.downtowncincinnati.com](http://www.downtowncincinnati.com).

“Based on our experience with the recent closure of one block of Fifth Street to repair and waterproof the roof of the Fountain Square garage,” said the City's Traffic Engineer Steve Bailey, “we’re confident motorists and pedestrians will work with the temporary changes and with police officers and DCI Ambassadors stationed in the area to get where they’re going.”



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